

Amendments to the Claims

1.-18.(cancelled)

19.(new) A tape guide, comprising a hub having a textured surface over which a tape passes and spaced apart parallel flanges extending out from the hub, the surface texture comprising a texture selected from the following group:

a cross hatched texture that includes an array of crossing scratches similar to that achieved by moving sand paper laterally back and forth against a slowly turning tape guide;

a sputter texture that includes an array of small bumps similar to that achieved by sputter depositing a texture material on to the surface of the hub;

a laser texture that includes an array of surface irregularities produced by melting and recrystallizing tiny areas on the surface of the hub surface similar to that achieved with techniques used to produce laser textured recording disks; and

a machined texture that includes a series of intersecting ridges on the surface of the hub similar to a faceted knurled surface.

20.(new) The tape guide of Claim 19, wherein a surface roughness of the texture exceeds a flying height of the tape.

21.(new) The tape guide of Claim 19, wherein a surface roughness of the texture is between 1.0 microns and 3.0 microns.

22.(new) The tape guide of Claim 19, wherein the surface texture comprises a cross hatched texture that includes an array of crossing scratches similar to that achieved by moving sand paper laterally back and forth against a slowly turning tape guide.

23.(new) The tape guide of Claim 19, wherein the surface texture comprises a sputter texture that includes an array of small bumps similar to that achieved by sputter depositing a texture material on to the surface of the hub.

24.(new) The tape guide of Claim 19, wherein the surface texture comprises

comprises a laser texture that includes an array of surface irregularities produced by melting and recrystallizing tiny areas on the surface of the hub surface similar to that achieved with techniques used to produce laser textured recording disks.

25.(new) The tape guide of Claim 19, wherein the surface texture comprises a machined texture that includes a series of intersecting ridges on the surface of the hub similar to a faceted knurled surface.